

Journalism 1: Introduction to Mass Communication Course Outline*

Lloyd

drop deadline
grade scale

Week 1: Introduction

Assignment: Read Chapter 1
Fill out survey in class
Guest speaker?

Week 2: Mass Communication in the 21st Century

Assignment: Finish Chapter 1, read Chapter 2
TEST on chapters 1 & 2

Week 3: Newspapers, Part I

Assignment: Read Chapter 3
Bring in various newspapers to compare

Week 4: Newspapers, Part II

(No class Mon., Sept. 7: Labor Day)
Guest speakers: Reporters from daily & weekly newspapers

Week 5: Magazines

Assignment: Bring in magazines you read for comparison
Read handout and write 1-2 page report. DUE Friday, Sept. 18
TEST on chapters 3 & 4

Week 6: Books

Assignment: Read Chapter 5
Guest speaker: Author
Essay TEST from Chapter 5

Week 7: Radio

Assignment: Read Chapter 6
Listen to old radio show; interview someone old enough to remember listening to radio; write 1-2 page report. DUE Friday, Oct. 2

Week 8: Television

Assignment: Read Chapter 8
Guest speaker: Fresno TV old-timer
TEST on chapters 6 & 8

Week 9: Recordings

Assignment: Read Chapter 7

Guest speaker: Recording artist

Essay TEST from Chapter 7

Week 10: Movies

Assignment: Read Chapter 9

Guest speaker: Local actor/stunt man

TEST from Chapter 9

Week 11: Advertising

Assignment: Read Chapter 10

Bring in examples of "good" and "bad" ads

Guest speaker?

Week 12: Public Relations

(No class Wed., Nov. 11: Veteran's Day)

Assignment: Read Chapter 11

Guest speaker: Public information officer

Week 13: Media Ownership & Effects

Assignment: Read chapters 12 & 13

TEST: Chapters 10, 11, 12 & 13

Week 14: Legal

Assignment: Read Chapter 14

(No class Fri., Nov. 27: *Happy Thanksgiving!*)

Week 15: Ethics

Assignment: Read Chapter 15

TEST on chapters 14 & 15

Week 16: Global Media

Assignment: Read Chapter 16

Guest speaker from local foreign language media

Week 17: Review and Final

*Subject to change